

### **REMARKS**

In response to the Office Action, dated September 24, 2004, Applicants have modified the claims in this Amendment to more clearly define the invention. Applicants respectfully request reconsideration of the prior art rejections set forth by the Examiner under 35 U.S.C. §§ 102 & 103. Applicants submit that the references of record whether considered alone or in combination fail to either teach or suggest Applicants' presently claimed invention.

Applicants have modified all the independent claims to clarify that the advertisement comprising the 2-D image is received and the 2-D image within the advertisement is identified at the user's end. Moreover, the 2-D image is replaced by a matching 3-D image to generate an enhanced version of the same advertisement, which enhanced advertisement is presented to the user. The present invention is far superior to the present systems which require either require a central facility to provide cues or triggers for a user's system to replace an advertisement or systems which simply replace the original advertisement with another at the user's end.

The references of record fail to teach or suggest these advances in the art. Rosser, U.S Patent No. 6,446,261, is directed to a system for targeted insertion of indicia in a video broadcast based on viewer profiles or anonymous profiling. See generally Abstract. More specifically, Rosser is directed to a live video insertion system including an upstream part which recognizes and generates occlusion mask and sends the same to a downstream set-top box which is capable of warping inserts to correctly match the current image and correctly mixing the warped insert and occlusion mask. Col. 3, lines 16-26. The front end LVIS

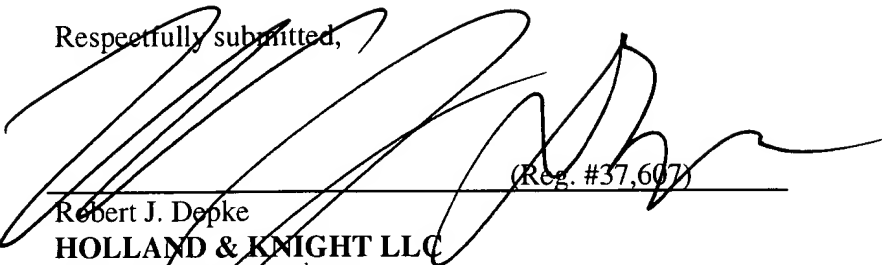
system inserts information such as recognition and tracking parameters as well as all or any of a graphic or video for insertion into a vertical blanking interval or other appropriate cosignal. Col. 6, lines 49-58. The central facility may be responsible for inserting any or all of a graphic or video for later insertion by the downstream part of the LVSI. Col. 7, lines 5-10. The set-top user has the ability to strip-off, interpret and use the information mixed in with the video signal from the upstream LVIS. Col. 7, lines 34-38. In particular, the downstream LVIS such as the set-top box uses the information generated by the recognition unit, the tracking unit, and the occlusion mask production unit of the upstream LVIS to perform seamless insertion of still, animated, and live video indicia into the video stream in a way that can make the inserted indicia appear to the end user as if it were part of the original scene. Col. 7, lines 38-45. Rosser neither teaches nor suggests the use of a user system such as, for example, a set-top box to identify 2-D images within an advertisement, look-up a matching 3-D image, substitute the matching 3-D image into the same advertisement, and display the enhanced modified image. The reference of record simply fails to teach or suggest this advance in the art.

Applicant respectfully submits that all claims now stand in condition for allowance.

Appl. No. 09/782,896  
Amdt. Dated December 27, 2004  
Reply to Office Action of September 24, 2004

Respectfully submitted,

Date: December 27, 2004

  
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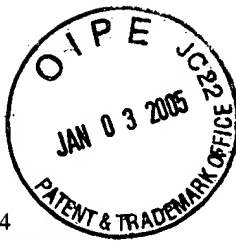
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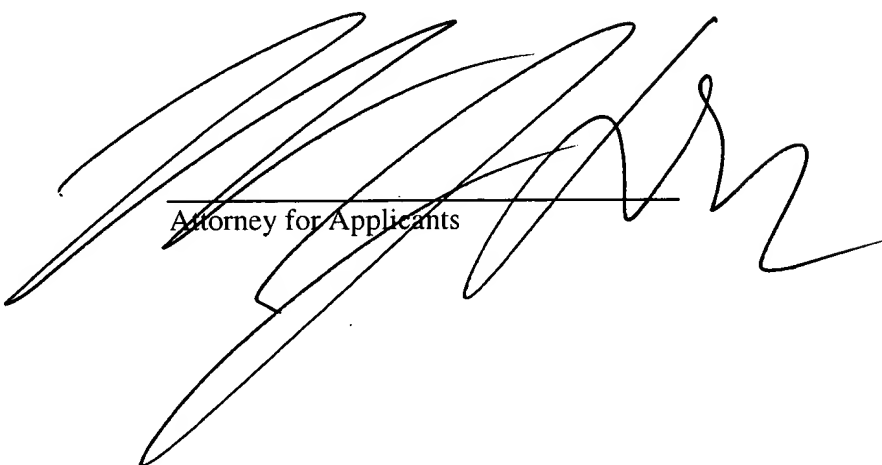
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